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EXAMINER

FILIPCZYK, MARCIN R

ART UNIT	PAPER NUMBER
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2158

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

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DETAILED ACTION

This action is responsive to Applicant's amendment and RCE request filed on August 6, 2009.

Claims 1, 2 and 4-10 are pending.

To expedite the process of examination Examiner requests that all future correspondences in regard to overcoming prior art rejections or other issues (e.g. amendments, 35 U.S.C. 112, objections and the like) set forth by the Examiner that **Applicants provide and link to the most specific page and line numbers of the disclosure where the best support is found** (see 35 U.S.C. 132).

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 8/6/09 has been entered.

Priority

Claims Priority from Provisional Application 60/268,140 filed on February 12, 2001.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claim 10 is rejected under 35 U.S.C. 102(e) as being anticipated by Matsumoto et al
(U.S. Patent No. 6,763,334).

Regarding claim 10, Matsumoto discloses a method for determining which non-internet advertisements direct which web clicks to a website comprising: (abstract)

advertising by an internet company through use of television, radio and or newspaper ads;
(see fig. 1, items 15 and 201 and col. 6, lines 45-65 and col. 7, lines 15-45: *mail magazine*)

providing information concerning where said ads are being run demographically and date
and time adds are run to a database of a system; (col. 7, lines 4-45, also see col. 6, lines 45-65)

storing information regarding said ads in said database; (see fig. 1, items 15 and 201 and
col. 6, lines 45-65 and col. 7, lines 15-45)

storing times of day a person logs onto a site along with location of person logging onto
said site using an IP address; (fig. 2, item 62, col. 8, lines 53-64)

subtracting from said system from said stored internet information internet traffic from
links from other websites and not from direct logins to said website; (col. 8, lines 53-63, col. 9,
lines 46-65 and col. 10, line 8 to col. 11, line 37),

comparing timing and location of advertising to timing and location of when a user logs
onto said internet site; (col. 8, lines 53-63, col. 9, lines 46-65 and col. 10, line 8 to col. 11, line
37) and,

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determining which source of advertising caused a user to log on to said internet site (fig. 9, col. 9, lines 61-65 and col. 10, lines 31-61 see Advertisers ABC and DEF in fig. 9 and related text).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1, 2 and 4-9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Matsumoto et al (U.S. Patent No. 6,763,334).

Regarding claims 1 and 7, Matsumoto discloses a system and method for determining which non-internet ads direct which web clicks to a web site comprising (abstract):

a database comprising information about a user's non-internet media buys which includes advertising on television, radio and newspaper ads (see fig. 1, items 15 and 201 and col. 6, lines 45-65 and col. 7, lines 15-45: *mail magazine*);

(Note: mailing magazine is one example of non-internet media buys)

an index log file optionally comprising a user's IP address and data and time user logs onto said web site (fig. 2, item 62, col. 8, lines 53-64);

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said system comparing information from said first database with information from said index log file to determine which of said non-internet ads generated said web clicks and providing said information to a user (col. 10, lines 8-12);

and wherein the user's non internet buys comprises:

date and time of advertising, type of advertising, location of ad and expiration date of the ad (col. 7, lines 4-45, also see col. 6, lines 45-65).

Matsumoto does not expressly teach a second database for storing user's IP address, but does store user's referrer log showing all referring pages from which the user is led to entrance page and also optionally stores the user's IP address in the index log file (62). Note, the user's IP address does not have to be stored because Matsumoto system uses an index URL embedded in the ad which allows for the monitoring of the user's access induced by the advertisement hence the actions of the user are known without the need for user's IP address, however, optionally user's IP address may be stored (col. 8, lines 53-63).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to store user's IP address and referrer log in a second database in the Matsumoto system by simply modifying the index log file (62) to be implemented as a database. One would be motivated to use a second database instead of an index log file to easier manipulate the data stored in the index log file.

Regarding claims 2 and 8, Matsumoto discloses the system further comprises a report that shows which ads generated the web clicks (fig. 9, col. 9, lines 61-65 and col. 10, lines 31-61 see Advertisers ABC and DEF).

Regarding claim 4, Matsumoto discloses the information about a user's media buys further comprises demographics of the ad (col. 6, lines 59-63).

Regarding claims 5 and 9, Matsumoto discloses the information about a user's media buys further comprises cost of the ad (col. 5, lines 22-29).

Regarding claim 6, Matsumoto discloses a report that shows which of the web clicks do not correspond to an ad (col. 9, line 61 to col. 10, line 20).

Response to Arguments

Applicants arguments filed August 6, 2009 have been fully considered but they are not persuasive. The arguments and responses are listed below:

Applicant argues the prior art, Matsumoto, teaches the ad space is space for advertising on the web and does not teach non-web advertising.

Examiner disagrees. Matsumoto teaches internet and non-internet type advertising by utilizing ad space comprising different media type (see fig. 1, item 201 and col. 6, lines 45-65 and col. 7, lines 15-45: *mail magazine* and *website*) such as newspaper or television. The aforementioned mail magazine is a source of advertisement which utilizes optionally code embedded therein. If Applicant believes his method of achieving the same differs then he is invited to elaborate on the advertising aspect of the invention in the claims. With regard to

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removal of information, only the ideal advertisements are stored and utilized. In addition, Matsumoto compares (analyzes) data from the first database and index log file to determine what advertisements caused users to perform specific actions (see rejection above and col. 8, lines 53-63 and col. 9). The data of the database 15 and user log is analyzed (col. 8, lines 53-63) and result is generated to measure the responses and actions based on the advertisement system (col. 9, lines 46-65 and col. 10, line 8 to col. 11, line 37), specifically note the statistical data and measurements available to affiliates and advertisers using the system in the cited sections above.

Applicant mentions an index URL embedded in the ad.

Examiner is not sure what point the Applicant is trying to make. All types of advertisements comprise embedded links including ads in newspapers and TV. If Applicant believes his method differs from the prior art he is invited to incorporate the specific steps in the claims.

Applicant previously argued that Matsumoto does not teach which non-internet ads generated the web clicks.

Examiner disagrees. Regarding claims 2 and 8, Matsumoto discloses the system further comprises a report that shows which ads generated the web clicks (fig. 9, col. 9, lines 61-65 and col. 10, lines 31-61 see Advertisers ABC and DEF in fig. 9 and related text).

With regard prior correspondence with regard to claims 4-6, note that it appears that Applicants agree with the rejections on record, see pages 8 and 9 of the 3/13/08 response.

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No other arguments have been raised, hence with respect to all the pending claims 1, 2 and 4-10, Examiner respectfully traverses Applicants assertion based on the discussion and rejection cited above.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MARC R. FILIPCZYK whose telephone number is (571)272-4019. The examiner can normally be reached on Mon-Fri, 8:30am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mohammad Ali can be reached on 571-272-4105. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Mohammad Ali/
Supervisory Patent Examiner, Art Unit 2158

MF
September 10, 2009
/Marc R Filipczyk/

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